

BIG TIRE WEAR
ON THE INSIDE

Silversparre Explains What Happens When Auto Is in Operation.

"The percentage of automobilists in the city of El Paso who know or appreciate the why and wherefore of tire construction so that equal service may be had on all kinds of roads, is very small," says R. Z. Silversparre, of the Boss Rubber company. And the percentage of tire users who know why a tire is built as it is is decidedly smaller. He explained:

"Ask the average motorist what wears his tires out and in 25 times out of 100 he can't give you a logical answer. If he were to know what actually happens inside the tire—at each revolution of the wheel, he would be amazed.

"The big function of a pneumatic automobile tire is to minimize the effect of a rough road surface on the passengers in a car. At the same time protecting the mechanism of the car from jolts and jars that would otherwise soon wreck it. A pneumatic tire that would not bend would not be as resilient as a solid rubber tire.

"The original pneumatic tire was made from a section of garden hose, 25 years ago, and from that day to this the same basic idea of cotton and rubber has been used in tire construction. Cotton fabric is the backbone of automobile tires; it naturally follows that the big wear and tear comes on the fabric.

"The threads in the fabric of your automobile tire are interwoven. As your tire is inflated the strain pulls these threads down upon one another. Then, when the tire goes into action, it naturally bends because of the power driving the car drives it over the uneven road. This causes a sawing effect to be set up in the fabric where each thread strains against another.

"So the big wear on your tire comes on the inside—not on the outside—as is generally supposed. That is why in building tires we dwell so much upon the cotton structure.

"Cotton fibre—in its natural state—contains a certain amount of vegetable wax on it. That wax and oil is really the life of the fibre. When it is lost, as so often happens in the vulcanizing process, a brittle and lifeless cotton structure results. And no matter how good the rubber or how much care is lavished in finishing the tire, it cannot be any stronger than the cotton structure underneath."

SIMPLICITY CAMPAIGN MEETS WITH SUPPORT

"Simplicity is simplicity." That phrase, as true today as when Kropotkin, the Russian monk, coined it 50 years ago, is especially applicable to the automobile.

Simplicity in the design of a motor car equals economy in maintenance and operation, and a financial gain to the owner. The car is sold as second-hand property.

Simplicity also means a saving to time and worry for the owner. An automobile, especially if he knows little or nothing about things mechanical.

There is no part in a motor car that doesn't have to work during the normal service of the car. Therefore the smaller the number of parts—the greater the degree of simplicity—the less there is to cause trouble, worry and expense for repairs.

In addition, simplicity of design tends to reduce the cost of ownership in another way, because it means a lighter car and less friction. There is a distinct relation between light weight and reduction of friction on one hand and economical operation on the other.

With the price of gasoline going higher and higher the question of the cost of running an automobile is becoming more important every day. It is a question which the motor car manufacturer must consider seriously in connection with the design of his product, if he is to maintain sales.

We Endeavor To Do the Best Work In El Paso

and believe that is the reason we have in the past year grown from the smallest to one of the largest plants in the city.

We Sell Goodyear and Pennsylvania Tires, and would like to tell you why.

El Paso Vulcanizing Works

117 N. Kansas St.
Phone 3230, and our Salesman Will Call.

Save On Your Gasoline Bills

Why pay 23c for Gasoline when Distillate, at less than half the price, can be used in your

BRISCOE

A stock Briscoe "Four-38" made 18.5 miles on a gallon of distillate, Wednesday, with three passengers and driver. The test was observed by the automobile editor of The El Paso Herald.

Many other cars cannot do this even on 23c gasoline. Come in and arrange for a demonstration of this wonderful car.

De Luxe "Four-38"—\$785
Electric Lighting, Starting and Full Equipment.

Pioneer Motor Co.
Phone 52. Myrtle at Campbell.

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ST. PAUL POLICEMEN ARE MOTOR EXPERTS

It is dangerous in St. Paul to try to run by a policeman and not expect him to be able to estimate the speed of your motor car. The St. Paul cops increase ranging from 10 to 25 and even as high as 500 percent over last winter are reported by established dealers, while a doubling or tripling of business is shown in many cases.

Colorado has done a winter business in motor cars averaging about double that of a year ago. Calculated on the basis of the last three months, sales increase ranging from 10 to 25 and even as high as 500 percent over last winter are reported by established dealers, while a doubling or tripling of business is shown in many cases.

GASOLINE PRICES TEND TO IMPROVE DESIGN

"The increased cost of gasoline is just the thing the automobile industry needs to stimulate a tendency of improvement in the design and construction of motor cars which will be of immeasurable value to car owners."

This is the opinion of H. H. Franklin, president of the H. H. Franklin Manufacturing company, expressed in connection with the efforts of a number of automobile manufacturers, particularly J. M. Studebaker of the Studebaker company, to deal with the situation, believing that it menaces and will actually injure the motor industry unless the price is reduced and controlled.

"With automobile owners paying a great deal more for gasoline than formerly, there will arise a general demand for more economical, more efficient cars," Mr. Franklin declares. "More cars will be built on the basis of efficiency—of giving maximum service at minimum expense."

"A continuation of the high price of gasoline will mean that engineers will devote attention to reducing friction. Cars that now require four persons to push them; around will be moved by one person. Cars that now go four to eight miles on a gallon of gasoline will travel from 15 to 20 miles on that quantity of fuel."

JITNE LINE IN EAST SEEKS TO DROP BUSES

The Maryland Motor Transportation company, operating jitneys in Baltimore, has applied to the Maryland public service commission for permission to abandon its franchise for the operation of motor buses. In its application the company states that it has been operating for ten months, and has just been able to meet expenses with gasoline at its former price. With the present price of gasoline the company states that it is impossible to operate without incurring a loss.

Clifton Williams, an assistant city attorney of Milwaukee, has applied for patent rights on a device to prevent or minimize skidding. The appliance utilizes the principle of strewing sand on smooth surfaces to make a rough path for wheels. Like locomotives and street cars, motor cars are to be equipped with sand boxes, from which lead pipes to a position just in front of the rear wheels. A button in reach

of the driver opens a valve and sand is strewn on the ground in the path of the driven wheels.

Export trade of the United States for 1915 consisted of 22,932 trucks, valued at \$29,322,245; 41,849 passenger cars, valued at \$15,045,495, and \$18,300,461 worth of parts.

This represents an increase in our motor vehicle exports of approximately 200 percent over 1914, when the total value was \$24,171,568, divided as follows: 3,500 trucks at \$8,345,745; 22,325 passenger cars at \$19,825,798, and parts worth \$5,644,101.

John Hull was our heaviest buyer in 1915, taking 3,500 cars and trucks, valued at \$12,555,097 or more than the total value of United States motor exports to all foreign countries combined the year previous.

COURT DECISION TIES UP RIM FACTORIES

"Now that manufacturers of demountable rims have been enjoined from manufacturing and selling such rims, by a United States district court decision, motorists are more than ever interested in demountable rims," says James Atkins, rim expert of the Goodrich Tire and Rubber company.

"The decision affects the rim equipment on about 50 percent of the anti-lapse production of cars for 1916, consequently there is much speculation as to the type of rim which will be adopted. However, motorists need have no fear to experiment with unknown types, for the Goodyear quick detachable rim offers good equipment."

"Automobile manufacturers have lately been giving more attention to the elimination of unnecessary weight on their cars, and right in line with this progress, they have given consideration to the increased demand for simpler and lighter rims. Then, too, the cost of rim steel is now double that of a year ago, and becomes an important factor."

"Twining to the unsettled condition of various other demountable rim patents, necessarily affected by the court decision just announced, and as the straight-side tire has permanently taken its place as popular equipment, detachable rims are in the limelight."

BLACK TREAD TIRES ARE BLACK ONLY FOR STYLE

"The 'cherry looking' black tread tires are but the start of a fashion in automobile tires, credit for whose sudden great popularity is claimed by the B. F. Goodrich company.

"When we first came out with the barefoot rubber automobile tire a few months ago," says an official of the Goodrich company, "there were no black tread tires on the market, except silvertown cord tires, which we alone manufacture, under exclusive patents. The motoring public knew that the essence of Goodrich barefoot rubber value to consumers lies not in the color but in its composition—in its especially devised texture, flexibility, clinging-quality, stretch, lightness and resilience of this barefoot rubber alloy which, through years of research, the Goodrich company developed."

"Color alone would have been little help to us in making Silvertown rubber tread stand up in the tremendous tests which the 100-mile-per-hour-races of 1915 provided. And color alone can do little for the consumer who buys a tire on the assumption that all black tread tires must be made of similar materials. Goodrich fabric tires are black only because we elected that color, primarily for distinction and association with our Silvertown cord tires."

GASOLINE GOSSIP

News and Notes of the Motor World Gathered From Many Sources.

Spur gears have also been used directly from the transmission shaft to the wheel drums, but this is principally on the early forms of electric vehicles.

February shipments of automobiles totaled 31,582 cars, compared with 11,173 in February, 1915. Over 1500 cars were shipped on open cars covered with tarpaulin or boxes.

The Berkshire County Automobile association has been organized in Pittsfield, Mass. It is affiliated with the Massachusetts State A. A.

Plans for the motor speedway at Cincinnati have progressed to such a point that bids for the plant have been asked for. Plans call for two not one-half-mile circuit at the Dayton and Springfield jct., and the Cincinnati road.

Last year Nebraska bought slightly in excess of 18,000 cars; the adjacent sections to which Omaha distributes cars bought enough to make the gross figure a good 20,000; with an increase of 50 percent, it means that the territory for 1916 will buy 80,000 cars.

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SHORTER RACES FOR SPEEDWAYS

Metropolitan Cup Distance
Only 150 Miles; Three
Short Events.

New York, April 15.—It has been decided by the directors of the Sheepshead Bay speedway to extend the competition for the Metropolitan cup, the trophy to be awarded in the 150-mile event at the Sheepshead track, May 13, over a period of five years instead of only three years. This, according to racing men, foreshadows the liveliest interest in the event, and undoubtedly will result in the keenest sort of competition.

The limit of the number of entries has been placed at 32 and the requirements in preliminary trials for entry have been increased from 15 to 30 miles, according to Frederick J. Wagner, director of contents, who is directing the tryouts. An important change in the rules, which will prevent any undue advantage, was announced in connection with the selections. Officials said that the practice heretofore of allowing the car which developed the greatest speed to go to the pole would not prevail. Instead, the position

of the cars for starting a race will be determined by lot. The closing date for entries will be April 20. The contest for the Metropolitan cup will mark an innovation in automobile racing in that the distance of the race will be only 150 miles. The distance of the other contents will be as follows: Queens County cup, 50 miles; Coney Island cup, 20 miles, and the William Kemble cup, 10 miles. Thus, the public demand for shorter races, with livelier action, will be met. The American Automobile association, it also was announced, has definitely decided to inaugurate, with the holding of the Metropolitan cup race, its proposed plan to keep an official record of points scored by all drivers. This is not only destined to stimulate interest throughout the country in motor racing, but is calculated to establish it as a permanent sport. The records will be kept on the same basis as the official ratings of the baseball stars, so that the organized bodies interested in automobilism in any part of the country may turn at any time to some recognized authority to ascertain the official standing of any driver. This will give an official championship rating to cars and drivers, much as Motor Age has done each year at the end of the racing season.

DETROIT USES LIGHTS ON CORNER SEMAPHORE

New Semaphores were installed at street intersections in Detroit, Mich., last week. They do not bear the word "Go" and "Stop," as heretofore. They have a much larger lamp consisting of a large railroad switch lantern, with extra large green and red discs. They will throw light a mile distant, according to the officials of the traffic department, who declare also that there is no longer any need for lettering on the semaphores, as by this time the public knows quite well the meaning of the red and green colors or lights.

LEWIS AND CLARKE ROAD PLANS GROW

The convention called to decide upon the route of the Lewis and Clarke highway from Savannah to Seattle will be held in Omaha, Neb. An organization to back the highway's promotion will be perfected. Two delegates will be received from each of the principal cities invited to send delegations. The route as now planned runs through the states of Georgia, Alabama, Tennessee, Missouri, Kansas, Nebraska, Iowa,

ARMY OFFICERS MUST PAY AUTOMOBILE TAX

Army officers are "regular folks" in Arizona and must pay taxes on their motor cars, even though they are kept on a military reserve. This was the reply of Attorney General Wiley Jones to an inquiry from the assessor of Cochise County. Who stated that Captain Charles J. Nelson, an officer at Fort Huachuca, had refused to pay taxes on his car. The attorney general stated that as long as the car belonged to Nelson personally, and not to the Government, he must pay taxes the same as any citizen.

IF YOUR EYES

Were not examined by an Optometrist you cannot expect correct glasses. Geo. D. Kendall, 225 Mesa Ave., Makes Glasses Right—Adv.

El Paso Seed Co. Open Evenings—515 San Antonio. Opp. Court House—Adv.

SAXON
Strength Economy Service

WHILE the wide seats and deep upholstery are partly accountable for the supreme comfort you feel when riding in Saxon "Six" at \$815, the chief reason lies in the long vanadium steel cantilever springs that gently cradle the car over the roughest roads.

Western Auto Co.
401 Myrtle Ave. Phone 137

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STORAGE AND REPAIRS. 320 Mills Street Phone 404. V. H. ANDREAS, Pres.; TOM WHITE, Mgr.

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401 MILLS STREET. PHONE 1025. TOPS, SEAT AND SEAT COVERS—ALL MAKES OF CARS—ALL CLASSES TRIMMING AND UPHOLSTERING.

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